

A24 x Cherry Lane

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Insight

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In a world dominated by the convenience of streaming, A24 wants people to leave their homes and experience acting in its truest form.

Idea

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Let's bring gen z into theatre by highlighting where their favorite actors got their start.

Walk the Cherry Lane.

Let's promote the Cherry Lane Theatre with a Met Gala-style award show for stars who got their start in theater.

With a theatre fashion theme, we will encourage attendees to dress for the in costume designer robe, specific show inspired wear, and more...

Potential Actors:

Andrew Garfield

Timothee Chalamet

Alex Wolff

Emma Stone

Jennifer Lawrence

Brie Larson





Experience Cherry Lane Video Spot:

Digital Execution: Video spot that follows an actor's journey, from career highlights to acting origins in the theater.

Reel plays of a famous actor's career highlights (famous roles, award shows, etc). The reel slowly increases in speed as the clip's audio overlays with music. The clips start to flip quickly and then go dark. A clip of the actor on stage before fame plays and then goes dark. The sound of stage lights turning on plays as the A24 logo appears. "Experience, the story," Experience connection," "Experience art," "Experience Cherry Lane."



FEBRUARY 2025

Star's Walk the "Cherry Lane" at A24's Awards Night

Stars celebrate the reopening of the Cherry Lane Theatre by paying homage to their theatrical roots at A24's awards night.